



March 2011 Newsletter

New Hire... New Gain !

It gives us great pleasure to introduce our new **Regional Sales Manager** for the Middle East North Africa region, **Mr. Ahmed Mohamed Sayed**.

Mr. Ahmed has 13 years of work experience with various roles in Sales & Marketing at several companies.

Mr. Ahmed is a very driven individual whose credentials include an MBA and a Bachelors Degree in Electronics & Communication Engineering, Upon his membership to the IEEE Circuits & System Society; he was awarded the best employee in Mentor Graphic & Intel MENA region. As **TTT's** MENA Region Sales Manager, he will be responsible for the overall leadership of the sales operation..... (Continue to pg.2 for more details)

IDEX 2011

The International Defence Exhibition and Conference (IDEX) held at the Abu Dhabi National Exhibition Center, was home to one of the largest showcasing of defense products in the Gulf region. Exhibitors were grouped into various pavilions, each pavilion representing the technological advances of the group's country. For many, exhibitors and visitors alike, **IDEX** and similar expos serve as launching pads for successful business development and brand recognition... (Continue to pg.3 for more details)

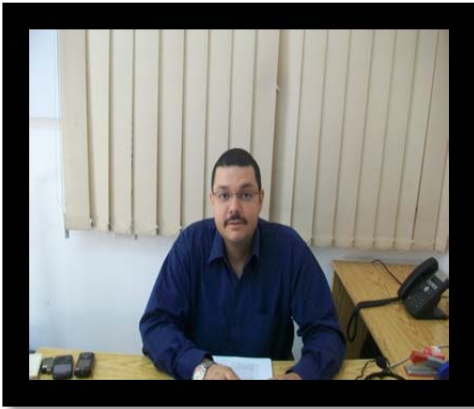
Tego New Brands' Launch

In 2010, **Tego Texi Tectum** streamlined its concepts and technology into 6 unique brands; **Tego Legacy, Tego Class, Tego Enforcement, Tego Vehicles, Tego Services** and **Tego Foresight**. These brands are created to focus designs and technology on specific security demands ranging from those of deployed soldiers to police officers. **IDEX 2011** was a great opportunity for launching these brands... (Continue to pg. 4 for more details)





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And for more details, we had the following interview with him;

What were the reasons that struck you interest in becoming a member of the TEGO staff?

AS: "A combination of reasons actually, starting with the level of professionalism, maturity and friendly attitude I have been facing during the interviewing/hiring process along with the company history, market and regional position which created a good level of challenge to join such a known, reputable entity. Specially, this industry/technology is totally new to me and that will definitely add new horizons to my practical experience and address book within the MENA region."



How do you plan on carrying How do you plan on carrying that TEGO torch and continuing the Legacy it continues to build?

AS: Generally speaking, as a Tego employee, I will do my best in following the company's rules and policies, keeping the same level of professionalism & maturity, working on achieving my assigned goals and targets and above all making sure that company's ethics are implemented in every behavior taken.

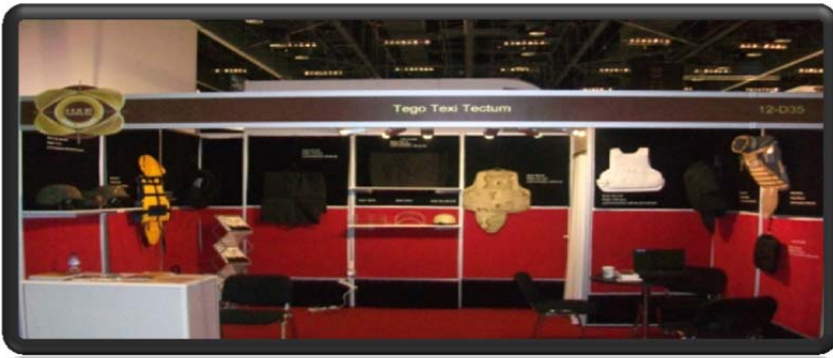
As for the sales department plans, I am planning mainly to utilize the existed team resources to the maximum to follow up closely on all open leads/projects In parallel, we will be working on updating our data base/ contact lists, developing a complete sales/marketing plan for the MENA region and working on penetrating new markets and countries within the MENA region considering the latest political changes happening around.

How do you see Tego in 2012 (a year from now)? And how do you see Tego in the market?

AS: I will prefer to answer the second part first, I have got a clear vision regarding Tego market position during the latest IDEX 2011 Show, where Tego was exhibiting.

The number of visitors to Tego booth along with the number of official delegations passed by the booth was relatively higher than my personal expectations considering the size of IDEX and the number of exhibitors.

I do believe, being in the market for more than 8 years with very **good SUCCESS** stories in selling Tego products over these years are the main factors to drive us as sales team to have a good year 2011 and to start looking for a fantastic coming year 2011



IDEX 2011

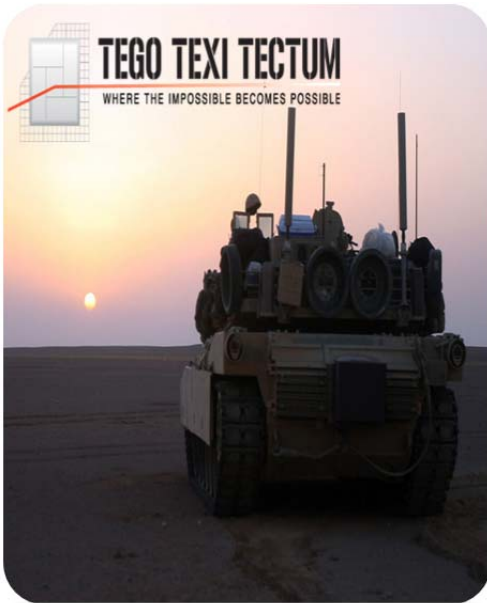
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***Tego Texi Tectum** was featured at this year's **IDEX** with a team comprised of representatives from the regional Cairo branch as well as two representatives from our Virginia headquarters. There, we presented a preview of our new brands; **Tego Legacy, Tego Enforcement, Tego Foresight, Tego Class, Tego Vehicles** and **Tego Services** with interest heavily generated.*

***Tego's** R&D Chief Technical Engineer presented a portfolio filled with concept designs which are already now in full production based on the wide interest and demand shown at **IDEX**. With the array of various achievements held at this Expo, whether its increasing our global logistical outreach with new points of productions or just purely pioneering the industry's designs and concepts with our products, we can confidently state that **Tego Texi Tectum's** industry- wide presence has been clearly and strongly acknowledged.*



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Starting from Tego Legacy which is inspired by the courage of the troops leaving the comfort zone and entering the war zones. Tego Legacy is working on satisfying the common soldier's protection needs one tailored vest and helmet at a time. Tego Legacy line provides the capability of choosing between various protection levels and customized carriers.



While Tego Legacy is there for fulfilling military armored needs, Tego Class is there for fulfilling your tailored safety needs. Tego Class features concealable vests that are customized to meet the demand of safety and comfort for everyday use. Tego Class vests provide the ultimate balance of sophisticated tailoring and advanced ballistic technology.



Tego Enforcement is the product line for law enforcers, featuring a variety of vests and helmets designed for the daily use of officers and security officials. Tego Enforcement can be designed and customized to regional security factors.



As for *Tego Vehicles*, this product brand focuses on providing armored vehicles for civilian and military clients. *Tego Vehicles* is striding to take the heavy out of "Heavily armored vehicles" through state of the art armor technology that decreases the weight of the armor without compromising safety.



Tego Services proves its maneuverability and its customer service orientation throughout every resource we provide for our clients; whether it's onsite technical assistance or training and development of clients on the latest ballistic technologies.



And last but not least, *Tego Foresight* is a product-set which provides the innovations of tomorrow at the readiness of today. This product brand focuses on providing the client with the opportunity to be technologically ahead with products ranging from Vests and Helmets that identify the source of shots fired on the field to casings that protect mission-important digital information from the impact of bullets.



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